

MOWERS MOVED IN AS FIRST GUESTS OF SOUTH WING C



The International Lawn, Garden and Power Equipment Expo had the honor of “breaking in” the newest wing at the Kentucky Exposition Center (KEC) when it set up shop in South Wing C the weekend of October 14-16. One of the largest shows to visit KEC every year, the expo featured 500 exhibitors from around the world demonstrating the newest innovations in lawnmowers, earth movers and outdoor leisure items.

Show managers took advantage of South Wing C’s 166,500 square foot exhibit hall, and also utilized the 20-acre grassy area next to the new wing to demonstrate products on the turf and in the dirt. While the International Lawn, Garden and Power Equipment Expo is closed to the public, the show produces \$9.7 million in economic impact for the Bluegrass State every year.

AT THE TICKET OFFICE: Tickets for the following are on sale now

University of Louisville Basketball Freedom Hall

Men’s Games:

November 2, 19 and 20

December 3, 4, 5, 10, 13, 20, 21, 24 and 28

Women’s Games:

November 20

December 4, 10, 15 and 30

Tickets: Call (502) 852-5151

North American Championship Rodeo

Thursday, November 10 – Saturday, November 12
Freedom Hall, 7:30 p.m.

Tickets: \$21 – Reserved (Thursday & Friday)
\$26 – Reserved (Saturday)

Children 12 & under \$6 with purchase of adult ticket-Friday only.

University of Kentucky vs. Iona College – Men’s Basketball

Friday, December 23

Freedom Hall, 7:00 p.m.

Tickets: \$26 – Reserved

Harlem Globetrotters – The Unstoppable Tour

Saturday, January 14

Freedom Hall, 7:00 p.m.

Tickets: \$101 – Magic Circle

\$40 – VIP

\$27 – Reserved

\$21 – Reserved

\$15 – Reserved

Arenacross

Friday, January 27 – Sunday, January 29

Broadbent Arena, 7:30 p.m. (Friday & Saturday),
12 p.m. (Sunday)

Tickets: \$21/Adult & \$6/children 2-12

– Reserved (Friday & Saturday)

\$21/Adult & \$6/children 2-12

– General admission (Sunday)

**All tickets subject to availability
All prices include a \$1 facility charge**

To order tickets:

KEC Ticket Office (502) 367-5144

Ticketmaster (502) 361-3100

TDD (502) 367-5131



FALL 2005



OPEN FOR BUSINESS!

Grand Wing Treats Guests to a Grand Opening



Welcomed with much fanfare, South Wing C, the highly-anticipated and much-needed 237,000 square foot addition to the Kentucky Exposition Center (KEC), was officially opened on October 6, 2005. Kentucky’s top officials, including members of the Kentucky General Assembly and local business and community leaders, were all on hand for the grand opening of the \$52 million expansion project. The event was highlighted by comments from Kentucky Governor Ernie Fletcher, Louisville Mayor Jerry Abramson and Kentucky State Fair Board Chairman Lanny Greer, and included a ribbon-cutting ceremony and tours of the new space.

Governor Fletcher and Mayor Abramson pointed out that the addition of South Wing C will greatly increase the economic impact of the facility and help Louisville stay competitive with the large tradeshow venues of surrounding cities, such as Indianapolis, Cincinnati and Nashville.

Class “A” exhibit space consists of high ceilings, excellent lighting, and utility floor ports in a virtually column-free environment – a much needed commodity to attract new convention and tradeshow activity, as well as to accommodate and maintain existing, long-term clients.

Credit for the design of South Wing C goes to Godsey Associates Architects, the firm responsible for the

building’s floor-to-ceiling front lobby windows. Godsey has taken on many projects for KEC, including the addition of South Wing B in 1993 and sizable renovations to Freedom Hall in 1984.

While the addition of South Wing C is now complete, it’s just one phase of the venue’s overall expansion. The second phase of the project calls for reconstructing the existing space in the East Wing and East Hall into additional class “A” space. These renovations will begin in April of 2006 and will cement the Kentucky Exposition Center’s status as the nation’s sixth largest meeting facility.

By adding the exhibit and conference space of South Wing C and reconstructing the existing space in the East Wing and East Hall, economic activity at KEC is expected to increase 50 percent, from \$400 million to \$600 million annually. For more information, visit www.kyexpo.org.

Pictured from left to right:

Rep. Joni Jenkins; Lanny Greer, Chairman, Kentucky State Fair Board; Louisville Mayor Jerry Abramson; Gov. Ernie Fletcher; Rev. Dr. Walter Malone and Rep. Scott Brinkman



Front & Center is a quarterly publication of the Kentucky State Fair Board, promoting the business and activities of the Kentucky Fair & Exposition Center and its interests.

KENTUCKY STATE FAIR LURED LARGE CROWDS AND RECORD SALES

Thanks to large crowds, great live entertainment and record-setting sales, the 101st Kentucky State Fair was a rousing success. The Fair welcomed 629,740 people to the 11-day festival, August 18-28, marking the 17th consecutive year that more than 600,000 fairgoers were in attendance.

“We were very pleased with our attendance figures, especially since attendance was down dramatically at major state fairs in surrounding states,” said Harold Workman, President and CEO of the Kentucky State Fair Board. “Participation in the various competitions was excellent, and fans really turned out for the concerts.”



Crowds packed the seats of Freedom Hall and Cardinal Stadium for the diverse musical

lineup featuring everyone from country artist Kenny Chesney to rap artists Nappy Roots and Christian singer Steven Curtis Chapman. In addition, more than 11,000 Kentucky and Southern Indiana school children participated in the Fair’s field-trip program. Free health screenings and tens of thousands of competitive entries also helped pull in the masses despite the sometimes uncooperative weather conditions.

Record-setting auctions highlighted the Fair’s popular sales events as Republic Bank and Trust took home the Kentucky Country Ham with a winning bid of \$340,000 during the 42nd Annual Kentucky Ham Breakfast & Auction. The bid surpassed the former high mark, set in 2003, by \$90,000. The state’s livestock industry also took center stage as the 4-H and FFA Sale of Champions raised \$94,750 during its annual live auction. The dollar total set the second-highest record in the auction’s 26-year history for the sale of Grand and Reserve Champion market animals.



To find a single event that truly depicts the Unbridled Spirit of the Bluegrass, there’s no need to look any further than the Kentucky State Fair. If the 101st was any indication, the event shows no signs of slowing down over the next hundred years. For information on next year’s event, or for a list of all of 2005’s blue ribbon winners, visit www.kystatefair.org.

SALES & MARKETING REPORT			
The Kentucky Fair & Exposition Center’s at-a-glance review of major conventions and trade shows signed in the last quarter.			
GROUP	EVENT DATES	ESTIMATED ATTENDANCE	ANNUAL ECONOMIC IMPACT
Trinity 2005 Free Enterprise Day	September 2-4, 2005	17,000	\$3.1 million
National Mine Rescue, First Aid, EMT and Bench Contest	September 20-23, 2005	1,500	\$830,000
The Log and Timber Home Show	March 31-April 2, 2006	5,000	\$600,000
Alpaca Owners & Breeders Association National Conference	May 17-21, 2006 May 16-20, 2007	1,500	\$1 million

LIVESTOCK INDUSTRY’S BEST FEATURED AT NAILE

Kentucky will soon be a destination for thousands when livestock exhibitors, breeders and general enthusiasts will travel from across the country and around the world to participate in



next month’s North American International Livestock Exposition (NAILE). Heading into its 32nd year, the largest all-breed, purebred livestock show in the world is expected to draw more than 4,000 exhibitors, 20,000 entries and 200,000 visitors to the Kentucky Fair & Exposition Center during its stay November 5-18.

The world-wide leader in livestock exhibitions will display nine major divisions of entries that include dairy cattle, dairy goats, llamas and alpacas, quarter horses, draft horses, market swine, beef cattle, Boer goats and sheep. NAILE also hosts seven major youth judging contests, the annual Farm/City Luncheon, the popular North American Sale of Champions, and more than 140 shows, sales, breed meetings, entertainment events and judging contests. Additional action-packed competition includes the North American Championship Rodeo, which rides into Freedom Hall November 10-12, and the tricks, leaps and amazing stunts featured at the U.S. Disc Dog National Championships, November 12-13.



The activities centered around NAILE help generate an economic impact of \$11.6 million for the Bluegrass State each year. For more information about the show, its competitions or a schedule of events, visit www.livestockexpo.org.

SIGN UP FOR THE FRONT & CENTER E-NEWSLETTER

Sign up now to receive the monthly Front & Center electronic newsletter delivered straight to your inbox. Simply send an e-mail to media@ksfb.ky.gov with the word “SUBSCRIBE” in the subject line and the e-mail address you wish to use typed into the body of the message. The next issue will be sent out November 15, so don’t delay!

SCHEDULE OF EVENTS

NOVEMBER

2	University of Louisville vs. Bellarmine
5	Independent Youth Football Championships
5-18	North American International Livestock Exposition
12	Metro Louisville Youth Football Championships
19	University of Louisville vs. Tennessee-Martin
20	University of Louisville vs. Southern Indiana
20	University of Louisville (W) vs. UC Santa Barbara
Nov. 29-Dec. 1	National RV Trade Show*

DECEMBER

3	University of Louisville vs. Prairie View A&M (Colonial Classic)
4	University of Louisville vs. Arkansas State (Colonial Classic)
4	University of Louisville (W) vs. Indiana
5	University of Louisville vs. Richmond (Colonial Classic)
9-11	Elan Furs Holiday Fur Sale
9-11	Christmas Gift & Décor Show
10	University of Louisville vs. Akron
10	University of Louisville (W) vs. Xavier
11	Cheersport Blast
11-11	Dimes & Dollars All Breed Cat Show & Household Pets
12	Motorcycle Swap Meet
13	University of Louisville vs. Chicago State
15	University of Louisville (W) vs. Northern Colorado
15	The Fall Louisville Auction (Heavy Equipment)
20	University of Louisville vs. Middle Tennessee State (Billy Minardi Classic)
21	University of Louisville vs. College of Charleston/Florida Atlantic (Billy Minardi Classic)
23	University of Kentucky vs. Iona
24	University of Louisville vs. Detroit
28	University of Louisville vs. Fairleigh Dickinson
30	University of Louisville (W) vs. St. Francis
30-31	Tri-State Gun & Knife Show
Dec. 30 – Jan. 2	Kentucky Flea Market

*Closed to the public

THIS LIST IS SUBJECT TO CHANGE

For more information, contact:

Kentucky Exposition Center
P.O. Box 37130
Louisville, KY 40233-7130

Event Hotline: (502) 367-5005
KEC Main Number: (502) 367-5000
Sales Department: (502) 367-5150

www.kyexpo.org